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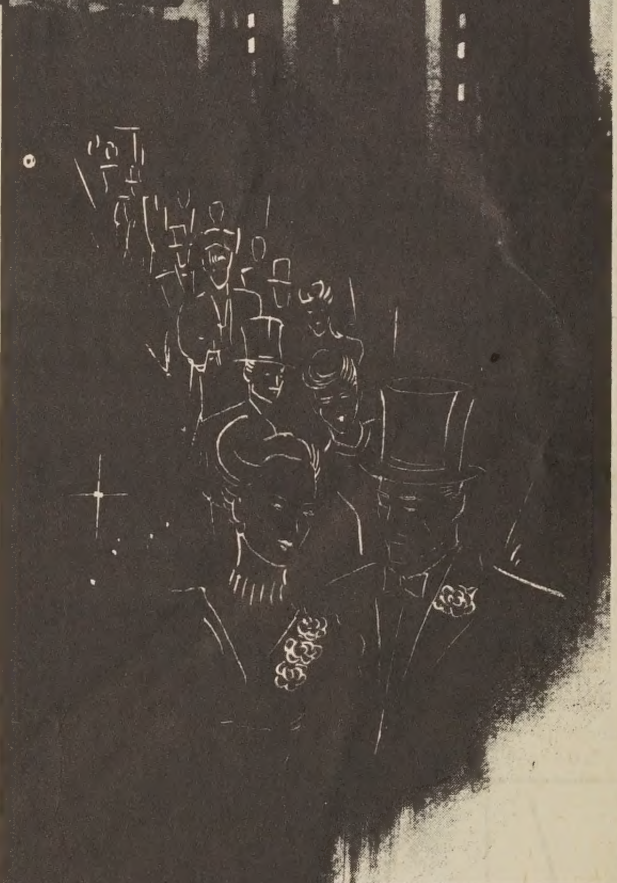
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"LONGVIEW" CAMELLIAS

*Winter Blooming
Flowers of Regal Beauty*



Camellias represent a new triumph in a rediscovered aristocrat of Yester-Years.

Their beauty and elegance in form, brilliant colors, wealth of entrancing varieties, represent a new source of profit for florists.

Camellias

are Symbols of
Prosperity, Social
Position and Culture

"LONGVIEW" CRICHTON STA., ALA., U. S. A.

ROBT. O. RUBEL, Jr., Prop. Camellia Specialist

Who Said, "Money Doesn't Grow On Camellias"?

A total of more than \$ 100,000.00 worth of cut Camellia blooms, have been sold by two well known northern florists, each year, for the past five years.

These blooms brought an average net wholesale returns above \$ 500.00 per 1000, for "Tailored" (wired) blossoms.

Needless to add, both florists mentioned, have been growing "Longview" Prize Winning Camellias for more than ten years.

An investment in good varieties of Camellias is different from all other flowering plants. Different, because Camellias produce an ever increasing crop of blooms year after year.

With rising costs of heating greenhouses in winter months, growing these plants, will cut your heating expenses to a minimum, since Camellias thrive and produce the finest blooms, of best keeping qualities when winter night temperatures of 38 to 45 degrees is maintained. Even night temperatures of 33 to 38 degrees is satisfactory.

Day temperatures of 45, with maximum of 55 degrees F., is optimum during winter blooming season.

Camellias bloom freely, in spite of dark winter days, and good varieties will not drop their buds, if grown in a damp atmosphere, with day temperatures not exceeding 60 degrees F.

"Longview" has pioneered in supplying the leading Camellia growing Florists with top quality, florist-type varieties.

Top quality Camellia blooms have wholesale sales at \$ 9.00 to \$ 36.00 a dozen during the past three years.

All "Longview" Camellias, are pot, can, or tub grown. Any grower who has had experience with nursery field grown plants, can tell you the injury to feeding roots, at time of digging, prevents the plants from developing full size blooms for several years after transplanting, and often such plants die.

"Longview" container-grown Camellias offered in this catalogue, are FINISHED specimens, old enough to cut a profitable crop of perfect blooms, THIS SEASON, 1947-1948.

Most of these plants should produce enough flowers to at least repay initial cost of your original investment.



You get the EARTH, with all the ROOTS undisturbed, when buying "Longview" Camellias grown in containers.

GROW "LONGVIEW" Camellias for Profit

WHOLESALE PRICES IN THE LEADING FLOWER MARKETS

November 30, 1944

Camellias

By Hill

White, each\$1.25
Pink or Red, each..... 1.50

NOTE: Packed in straight colors, 4, 5 and 6 to box. We do not split boxes.

November 30, 1944

CAMELLIAS

by Pierson

We are the sole Chicago agents for these excellent blooms. Solid colors and variegated.

Each\$1.00 to \$1.50

DECEMBER 6, 1945

CAMELLIAS...

Pierson's finest. Solid colors and variegated. In boxes of 6 of one color.

Each\$1.25 to \$2.00

JANUARY 3, 1946

Camellias

Per dozen\$9.00 to \$12.50

for JANUARY 12, 1946

DETROIT

A table of Wholesale Prices in the Leading Flower Markets, which includes this city's prices, appears at the back of this issue.

Camellias sold well, making \$24 to \$30.

JANUARY 31, 1946

Camellias

Per doz.\$9.00 to \$15.00

March 1, 1945

Camellias

Per dozen\$6.00 to \$10.00

Extra specials billed accordingly.

Camellias were in moderate supply and had an active call at high prices, partly, no doubt, because of the scarcity of Gardenias, though they were doubtless highly popular in their own right also. High grade large blooms were mostly quoted at \$12 to \$15, smaller ones going at around \$9 and most handlers' finest making up to \$18. A few boxes of choice gigantic specimens made \$2 and \$2.50 apiece.

Camellias, which also were in comparatively light supply because of the frost in Los Angeles, had an active call as they did last year, due in part, no doubt to the scarcity of Gardenias. High grade large blooms were mostly quoted at \$12 to \$15, smaller ones going at around \$9. Most handlers' finest made up to \$18 and a few boxes of gigantic specimens made \$2 apiece.

Robt. O. Rubel, Jr.,
America's Leading Camellia Specialist

DECEMBER 6, 1945

Camellias

Each\$2.00 to \$2.50

DECEMBER 20, 1945

Camellias

Each\$2.00 to \$3.00
(As available)

for APRIL 7, 1945

Camellias, being almost at the end of their season, were in limited supply and generally made about the same money as Gardenias. High grade large blooms made \$12 to \$15, exceptionally fine \$18 and a few ultra-choice giants reportedly making \$2 apiece. Smaller blooms of good quality went at \$9 and ordinary class small ones at \$6 to \$7.50.



"Longview"

Camellias the corsage flower
of distinction

CRICHTON STA., ALA., U. S. A.

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“Longview” Camellia

*This photo
by Robert O. Rubel, Jr.*

LOT 23, VARIEGATED

For a full double, variegated flower of regal beauty, this variety will appeal to the most fastidious flower lover.

The precise arrangement of the petals, reflect the utmost dignity and atmosphere of refinement. The brilliancy of rose-pink with blotches and suffusion of white variegations, appeals to the lovers of floral beauty where character and geometrical formality is portrayed.

This free blooming, vigorous growing Camellia has not been identified by a variety name, although, old Camellia monographs illustrate and describe numerous similar varieties.

Flower 3 to 4½ inches in diameter, blooms January thru March. It has proved to be a most popular cut flower among florists catering to an ultra smart clientele.

You will be enraptured by the elegance and charm of these beautiful flowers. Their exotic beauty will add a note of sparkle to your winter garden or greenhouse, bringing you pleasures and enthusiastic appreciation during the drab winter months.

*The Silk Hat
of the Floral Kingdom*



“LONGVIEW” CRICHTON STA., ALA., U. S. A.

Robt. O. Rubel, Jr., Camellia Specialist

This photo

by Robert O. Rubel, Jr.



Florists' Cut Flower

Camellia

Longview Lot No. 73

This free blooming, vigorous growing Camellia, resembles variety CHANDLERI ELEGANS, in form of flowers, however, the coloring is more glittering and has more radiant, sparkling, beauty, because of the purity and brilliancy of white and vivid red color combinations.

It has been identified by H. Harold Hume, author of the new monograph, CAMELLIAS IN AMERICA, as variety KELLINGTONIA.

We have not been able to find documentary proof, of the origin, of this name, and this variety should not be confused with an entirely different variety, sold as Camellia KILWINGTONIA.

As early as 1930, a prominent florist and Camellia grower, at Charleston, So. Car., saw the parent plant from which we propagated our stock. At that time, he said it was variety KELLINGTONIA.

In 1932, he authorized us to buy this Camellia for him, agreeing to pay \$ 400.00 for the plant, as it grew in a garden near Mobile, Alabama.

This Camellia measured 54 feet in circumference (17 feet in diameter), and was 12 feet high, when measured this past September, 1947.

As a corsage flower, KELLINGTONIA has proved to be in popular demand in the past ten or more years, and distributed by wholesalers, to the florist's trade, commanding \$ 9.00 to \$ 18.00 a dozen for the blooms.

Flowers 4 to 4½ inches in diameter, blooming freely from mid-November thru February, on plants grown outdoors in this southern latitude. Grown under glass in colder climates earlier or later production of blooms can easily be managed.

Camellia KELLINGTONIA is tolerant to sub-freezing winter temperatures when in bud, opening the flowers with no apparent injury to flower petals, if plants are shaded from morning sunshine.

This Camellia, has splendid keeping qualities, and the flower petals are not easily bruised in handling, which adds to its value, when blooms are shipped to distant markets.

New York state, Sept.-8-1947
Your Lot 73 Kellingtonia takes my
breath away. I am really proud of
Longview camellias. E. J.

"LONGVIEW" CRICHTON STA., ALA., U. S. A.

Robt. O. Rubel, Jr., Camellia Specialist.



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Robt. O. Rubel, Jr.

*Let 9...
Chandlerii....*

If beauty of Camellia flowers was judged solely by their size, and appealing colors, CHANDLERII, will continue to win approval at Flower Shows.

CHANDLERII, better known as CHANDLERII ELEGANS was a seedling by Chandler's Nursery, Vauxhall, England, and was first described in 1829.

As a florist's cut flower, or garden variety, this Camellia of Imperial grandeur, continues to be one of the outstanding varieties known in commerce.

Flowers 4 to 6 inches across, blooms freely under glass from November through April.

Color, white with light rose pink to deep rose pink variable as to color combinations and shades of pink, depending on cultural treatments.

"LONGVIEW" CRICHTON STA., ALA., U. S. A.



Photo by Robt. O. Rubel, Jr.

Longview Camellia Lot No. 116

The correct horticultural variety name, of this jewel-like Camellia of eye-intriguing beauty, is not known.

It blooms freely from Christmas thru March, tolerating sub-freezing temperatures, while in bud, with little or no injury to the flowers.

A full double flower, porcelain white, imbricated form, $3\frac{1}{2}$ to 4 or more inches across, having 160 to 190 petals.

In form, it resembles a large Gardenia, but, unlike Gardenias, this Camellia has remarkable keeping qualities, since the blooms remain saleable three or more weeks, if stored at 42 degree temperature.

The petals of this flower are not easily bruised, which adds to its commercial value, when blooms are shipped to distant markets.

Occasional inconspicuous, faint penciling of pink, occurs on one or more flower petals.

Among the thousands of plants, of this variety, grown at "Longview" since 1931, three distinct "SPORTS" have appeared on a few plants, of unusual beauty.

A pure pink flower; a pink with blotches of white, and a third "SPORT" of exquisite elegance, was a salmon pink, with a tinge of white on the outer petals.

Lot 116, is a desirable florist corsage blossom, for its rare beauty leaves you breathless, with its charm...beauty...and elegance.

"LONGVIEW" Rare and Fancy Camellias
Known Far and Wide For Quality
Search the World Over



*for Camellias
 from Europe to
 the Orient
 then visit
 "Longview"*

Here you will find perhaps the largest collection of pot grown Camellias, more rare and distinct commercial varieties and many fine hybrid seedlings of merit.

Visiting nurserymen, florists and veteran globe trotters tell us they have never seen finer Camellias or as many varieties in any of their travels.



At the nation's Capital, whether it's an Ambassador's Ball or the elite of Washington's society on parade, "LONGVIEW" grown Camellias are worn in Milady's coiffeur or corsage.

At least half of all the choice Camellia flowers sold in the florist trade originated from "LONGVIEW" plants.

Florists' who seek the finest and most profitable varieties of cut flower Camellias, naturally turn to a specialist. Here, rare and distinctive novelties can be bought.

Nationally known, successful florists like Joseph Hill and Wallace Pierson, who have visited "LONGVIEW" many times, realize the advantage in buying pot grown Camellias, from a specialist.

We could name countless other growers, buyers of "LONGVIEW" Camellias for more than a decade.

It is obvious these men have found it pays to trade with a specialist.

Camellias from "LONGVIEW" will prove profit makers for you.

Longview Camellias have world-wide recognition.

Among the Distinguished Patrons of "LONGVIEW"

Who have grown "Longview" Camellias ten or more years.

Jos. H. Hill Co., Richmond, Ind.
 A. N. Pierson, Inc., Cromwell, Conn.
 Frank Schramm, Crystal Lake, Ill.
 Max Schling, New York City.
 C. E. Bauman, Inc., Rahway, N. J.

A. Gude Sons Co., Washington, D. C.
 Gude Bros. Co., Washington, D. C.
 S. S. Pennock Co., Washington, D. C.
 Reiniger Bros., Hatboro, Penna.
 Fritz Bahr, Highland Park, Ill.

"LONGVIEW" CRICHTON STA., ALA., U. S. A.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist



ORDER BY MAIL



YOU CAN BUY "Longview" CAMELLIAS WITH CONFIDENCE

Know what you're getting

Avoid the common mistakes, made by many florists. If you don't know Camellias, you will save money and disappointment by dealing with a specialist, who cooperates with his customers.

There are hundreds of "NAMED" Camellias, too briefly described in nursery catalogues, for anyone to evaluate them as florists' cut flowers.

Camellia "NAMES" are hopelessly confused, and you seldom can find authentic historical proof, the names are correct. It is well known fact many Camellias are sold by various

nurseries, under two to ten different variety names.

One can never be sure they are getting true to name Camellias, when buying plants from the average nursery. Don't misunderstand us, most nurserymen are honest, but ignorant about Camellia names, and the kinds best suited for cut flowers.

America's most successful florists, growing, and selling cut Camellia flowers, have bought container-grown Camellias from "Longview" for more than 20 years. You can be sure of getting the RIGHT KIND of Camellias when buying them from "Longview."

AND WHAT YOU WILL GET!

It's not what you pay for a Camellia plant, but what you get, that determines if the Camellia you buy, will prove a profitable investment.

For example, field grown Camellia plants MAY COST LESS, at the nursery than container-grown plants.

But field grown Camellias usually weigh 4 to 8 times as much as a container grown Camellia of the same age. Increased weights, adds to your net delivered costs of field grown plants.

Field grown Camellias, require two to four years to become established (make new feeding roots), before optimum flowers develop. Such plants occupy valuable space under glass

adding more expense for their care, while waiting for a crop of blooms.

Container-grown Camellias, 10 or more years old, usually produce a profitable crop the first season and each succeeding winter, since you get the earth with ALL THE ROOTS, not disturbed.

In years past, many prominent florists bought field grown Camellias, cared for them 2 or 3 years, without getting a saleable crop, then dumped their plants on a trash pile.

These same florists are now making money, with "Longview" container grown Camellias.

Camellias from "Longview" will prove profit makers for you.

Camellias have been grown at "LONGVIEW" since 1915, and are nationally known as prize winning varieties of distinction.

Richmond, Ind., Nov. 7, 1935.

The Camellias arrived in splendid condition and we have already had a few flowers. They were packed perfectly and we were very much pleased with them.

Cordially yours,
Jos. H. Hill, Pres.

Houston, Texas., Dec. 7, 1936

We entered two Camellias bought from you at the Flower Show and won special award of a pretty ribbon.

We have had no trouble selling our Camellias at 50c each, wholesale. My only regret is we did not obtain more Camellia plants.

Southern Floral Co.

New Milford, N. J.—I can never express on paper how much that box of Camellias meant to me. It was the happiest moment in many a long month when I opened it. They sure are well grown. (From an FTD Florist)

"LONGVIEW" CRICHTON STA., ALA., U. S. A.

PHOTOS AND TEXT BY Robt. O. Rubel, Jr., Camellia Specialist